

Public-Private Sector Roles

NWS Goes Digital

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Why a National Digital Forecast Database?

- To aggregate local digital forecast data into a single “product,” easily accessible and useful for all.
- NDFD concept has central focus on the delivery of forecast data to YOU – our users.
- We expect open availability of these data to foster growth in applications of hydromet data in daily decision-making



Where will new Products/ Services come from?

- **NDFD data will be accessible to all: private sector, academia and the general public**
- **NWS will use digital data to upgrade forecast products to improve communication of forecast information**
- **Private sector will develop enhanced products and services**
- **NDFD will allow all parties to work in partnership to cover the broad spectrum of products and services needed by the public.**

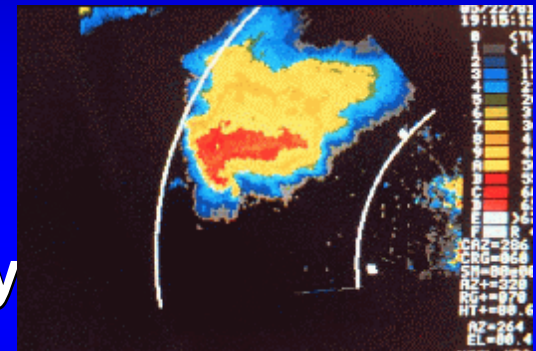


NWS Role



Carry out our mission:

- Provide weather, water and climate forecasts and warnings:
 - To America
 - To protect life and property
 - To enhance the national economy
- Provide a national information database for:
 - Government agencies
 - Private sector
 - Public
 - Global community





NWS Role



Guidelines for developing new products/services

- **Products must directly support our mission**
- **Life and property first - If safety is at stake, we will act**
- **Be predictable - NWS Directive 10-102 calls for feedback period for all new/experimental products**
- **Taxpayers own the data**
- **Government has special responsibility for equity**
- **Let our routine products do their job**



NWS Role

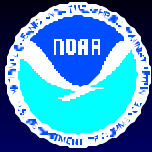


- **Types of product/service improvements expected in the near future were discussed this afternoon**
- **Provide higher space/time resolution data as science and technology permit**
- **Better communicate our information to the public**
- **Provide digital data so that private sector can build on our services**



Private Sector Role

- Provide feedback on NDFD so we can improve it
- Tailor forecasts to specific users/user groups
- Expand range of meteorological services available to the public
- Increase use of hydromet data in public decision-making
- Develop/market tools that public can use themselves
- Examples
 - *Route-specific driving forecasts*
 - *Go/no-go decision support (e.g., cement pouring)*
 - *??*



National Academy

“Fair Weather” Study



- **NOAA commissioned the National Research Council to study partnerships in the provision of weather and climate services.**
- **The committee was charged to examine the roles of the public, private, and academic sectors in providing weather and climate services, and to identify opportunities for and barriers to improving such services.**
- **Open process: all viewpoints were heard**
- **Committee Chair will present results Wednesday morning, 8:30 am, before the President’s Forum.**



“Fair Weather: Effective Partnerships in Weather and Climate Services.”



Today’s partnerships among all sectors, Federal, State and local (particularly emergency responders and resource managers), academic/research community and private sector, are basically sound : “cooperation rather than conflict appears to be the normal mode of operation.”

- ***Need ongoing input from all interested sectors on:***
 - improving communications among the sectors;***
 - deciding when to create new products and discontinue outdated ones;***
 - enhancing scientific/technical capabilities;***
 - improving data quality and timeliness; and***
 - effectively disseminating data and information.***



“Fair Weather: Effective Partnerships in Weather and Climate Services.”

Selected quotes relevant to the NWS transition to digital forecasting and the associated NDFD:

- “By providing access to digital data not currently available in standard products, [NDFD] will improve the ability of all the sectors to produce high-quality weather services, particularly as temporal and spatial resolution increases.”***
- “... improvements in the NDFD will greatly increase the number of opportunities for the private sector to provide value-added products and create new services.”***
- “... improvements in the science and technology of weather forecasting and the enhanced opportunities for rapid and targeted dissemination will all continue to challenge the partnership.”***



Summary



- **Success of NDFD requires that individuals and companies access our data and turn it into an ever-expanding array of tailored products and services for the public.**
- **NWS will work with the private sector and academia to foster translation of environmental data and forecasts into information supporting public safety and promoting economic growth.**